

Message Text

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53

ACTION EB-11

INFO OCT-01 EA-11 ADP-00 RSR-01 RSC-01 /025 W

----- 083085

R 021120 Z APR 73

FM AMEMBASSY SAIGON

TO SECSTATE WASHDC 9509

INFO AMEMBASSY SINGAPORE

AMCONSUL HONG KONG

USDOC

UNCLAS SAIGON 05412

FOR EB/ CBA - JACKSON

E. O. 11652: N/ A

TAGS: BEXP, BGEN, AINF, VS

SUBJ: EXPORT PROMOTION IN SMALLER FOREIGN MARKETS

REF: (A) SINGAPORE 515; (B) STATE 49222

1. DEPARTMENT' S ASSISTANCE IN MODERNIZING EMBASSY' S PRESENT SYSTEM OF COLLECTION AND DISSEMINATION OF COMMERCIAL INFORMATION (REF B) WOULD BE EXTREMELY VALUABLE; HOWEVER, COMATT DOES NOT POSSESS SUFFICIENT KNOWLEDGE OF INFORMATION MANAGEMENT TECHNIQUES TO BE ABLE TO OFFER DETAILED SUGGESTIONS FOR IMPROVING PRESENT SYSTEM. FOLLOWING DESCRIPTION OF EXISTING COMMERCIAL FILES MAY BE HELPFUL TO DEPARTMENT IN DEVELOPING SPECIFIC PROPOSALS.

2. FILES ON LOCAL FIRMS NUMBER ABOUT 1700 AND ARE GENERATED FROM WTDR' S REQUESTED BY COMMERCE OR SUBMITTED ON VOLUNTARY BASIS. WE EXPECT THIS TOTAL TO INCREASE AT RATE OF ABOUT 10 PER MONTH. IN ADDITION, WE HAVE FILES ON APPROXIMATELY 900 LOCAL FIRMS WHICH ARE USED FOR I AND R CLEARANCES; THESE FILES, HOWEVER, REFLECT VOLUME OF EXCESS PROPERTY DISPOSAL ACTIVITIES IN COUNTRY AND ARE NOT EXPECTED TO INCREASE.

3. WE ARE ASSEMBLING ON ADDRESSOGRAPH PLATES A MAILING LIST OF APPROXIMATELY 2500 NAMES FROM LOCAL BUSINESS COMMUNITY AS RECIPIENTS OF OUR COMMERCIAL NEWSLETTER (WHICH IS IN PLANNING UNCLASSIFIED

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STAGE) AND OTHER COMMERCIAL INFORMATION. AN INDEXING OF THIS LIST BY TYPE OF BUSINESS AND PRODUCT CATEGORY WOULD ALLOW US TO BROADEN NUMBER OF ADDRESSEES FOR NEW PRODUCT INFORMATION AND OTHER TRADE LEADS.

4. CARD INDEX OF U. S. SUPPLIERS REPRESENTED BY LOCAL AGENTS CONTAINS APPROXIMATELY 1400 ENTRIES, INDEXED BY COMPANY NAME. A COMPUTER- GENERATED LISTING BY PRODUCT AND BY AGENT WOULD ALLOW US TO DIRECT BUYERS OF U. S. PRODUCTS TO LOCAL AGENT, WHERE ONE EXISTS, AND TO SHORTEN OUR RESPONSE TIME ON REQUESTS FOR AGENT/ DISTRIBUTOR SERVICE BY ENABLING US TO IDENTIFY PROSPECTIVE AGENTS MORE QUICKLY.

5. WILL WELCOME ANY ASSISTANCE DEPARTMENT CAN PROVIDE TO IMPROVE OUR COMMERCIAL INFORMATION SYSTEM.
BENNETT

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*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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